
“Liar” Ignition Interlock TV Spots

“Liar 1”

VIDEO:

Male driver, talking to other passengers in his vehicle, holding an ignition interlock device. “This raises the antennae.”

Same man, talking to the other passengers in his vehicle as he holds the interlock device, “It helps blow up the tires.”

Same man prepares to blow into the interlock device as his female date watches. He turns to her and says, “You look great.”

Same man, talking to passenger, holding interlock device, “Satellite radio, a new one, no one knows the brand.” Then he blows into the device.

Same man, blowing into device, stops and looks at his boss in the passenger seat, “I’m not going to lose my job am I?”

Same man, holding device, talking to female passenger, “I’m recycling oxygen, you know, for the planet.”

Man, holding device, talking to his date in the passenger seat, “It’s a secret spy device...” The date gets out of the car and slams door.

ANNOUNCER: Get a DWI, get ignition interlock for at least a year.

GRAPHIC: Get a DWI, get ignition interlock for at least a year.

“Liar 2”

VIDEO:

Male driver, talking to his parents sitting in his vehicle while he holds an ignition interlock device, “Mom, it’s my herbal medicine delivery device.”

Same male driver, blowing into the interlock device, then rubs the device on his lips and tells his male passenger “Lip balm...”

Same male driver, talking to other passengers in his vehicle while holding the interlock device, “it’s an old-fashioned cell phone. I like ‘em old.”

Same male driver, talking to male passenger while holding interlock device, “My mom made this for me...home-made CB radio.”

ANNOUNCER: Get a DWI, get ignition interlock for at least a year.

GRAPHIC: Get a DWI, get ignition interlock for at least a year.

VIDEO:

Same male driver holding interlock device and pretending something is wrong with his car as his female date becomes agitated, “I think it’s the alternator or something...” Female date gets out of the car and slams door.